

1        This listing of claims will replace all prior versions, and listings, of claims in  
2        the application.

3        **Listing of Claims**

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5        Claim 1 (Currently amended):    A method, comprising:  
6            retrieving printing device data from component memory on a first  
7        replaceable component used in a first-printing device;  
8            storing the printing device data in a marketing database;  
9            associating the printing device data with the first printing device;  
10          searching the marketing database for a second printing device replaceable  
11        component that meets certain search criteria associated with the printing device  
12        data; and  
13          applying a pre-determined marketing solution for the second printing  
14        device replaceable component found to meet the search criteria.

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16        Claim 2 (Currently amended):    The method as recited in claim 1,  
17        wherein the applying a pre-determined marketing solution further comprises  
18        notifying a customer that uses the second-printing device of a product that is  
19        related to the customer's use of the second-printing device.

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21        Claim 3 (Previously presented):    The method as recited in claim 1,  
22        wherein the printing device data further comprises information regarding an  
23        environment of the first-printing device and the search criteria includes a printing  
24        device environment criterion.

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2       **Claim 4 (Currently amended):** The method as recited in claim 1,  
3 wherein the printing device data further comprises information regarding ~~first~~  
4 printing device usage and the search criteria includes a ~~first~~-printing device usage  
5 criterion.

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7       **Claim 5 (Canceled)**

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9       **Claim 6 (Previously presented):** The method as recited in claim 1,  
10 wherein:

11       the marketing database further comprises quality control data that identifies  
12 problems with certain products when used under certain conditions; and further  
13 comprising:

14       searching the marketing database for a product that is used under a  
15 condition identified by the quality control data.

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17       **Claim 7 (Currently amended):** The method as recited in claim 1,  
18 wherein the search criteria further comprises a particular type or model of ~~[[[a]]~~the  
19 printing device.

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21       **Claim 8 (Currently amended):** The method as recited in claim 1,  
22 wherein the search criteria further comprises a component of a particular type or  
23 model of ~~[[a]]~~the printing device.

1       Claim 9 (Currently amended): The method as recited in claim 1,  
2 wherein the ~~first~~ printing device is a laser printer and the first and second  
3 replaceable components [[is]]are [[a]] toner cartridges.

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5       Claim 10 (Currently amended): The method as recited in claim 1,  
6 wherein the ~~first~~ printing device is an inkjet printer and the first and second  
7 replaceable components [[is]]are [[an]] ink cartridges.

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9       Claim 11 (Currently amended): The method as recited in claim 1,  
10 wherein the marketing solution is stored in the marketing database and is  
11 associated with the [[first]] printing device.

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13       Claims 12-26 (Canceled)

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